

Notice of Funding Opportunity

U.S. Mission to the European Union

Summary: The U.S. Mission to the European Union (USEU) is soliciting proposals for projects aimed at EU audiences with the goal of: increasing the understanding of U.S. foreign policy and economic priorities related to the EU; supporting the U.S. goals of advancing economic growth in both regions and worldwide; and furthering U.S.-EU understanding and cooperation on shared cultural, political and economic values. USEU will award 5-10 cooperative agreements or grants for projects to be carried out in Brussels and EU Member States between September 2016 and December 2017.

Application Open Date: 5/3/2016 (May 3, 2016)

Application End Date: 6/10/2016 (June 10, 2016) midnight (11:59 p.m.) European Central Time (Brussels time, UTC +1)

Point of Contact: Questions and proposals should be addressed to useupa@state.gov.

Estimated Total Program Funding: \$180,000

Award Ceiling: \$50,000

Award Floor: \$10,000

Section I: Funding Opportunity Description

The U.S. Mission to the European Union (USEU) Public Affairs Section is soliciting proposals for projects aimed at EU audiences with the goal of: increasing the understanding of U.S. foreign policy and economic priorities; supporting the U.S. goals of advancing economic growth in both regions and worldwide; and furthering U.S.-EU understanding and cooperation on shared cultural, political and economic values. Applicants must be legally recognized non-profit, non-governmental organizations (NGOs), think tanks, or academic institutions that comply with U.S. and EU requirements and have a proven track record of developing and implementing programs in the EU environment. Projects have to be carried out in Brussels and in EU Member States. This notice of funding

opportunity is subject to funds availability. Awards will be granted only if appropriated funds are allocated to the United States Mission to the EU by Department of State central budget authorities.

Section II: Federal Award Information

USEU Public Affairs Section (USEU PAS) seeks applicants to develop projects aimed at EU policymakers, opinion shapers and public with the goal of increasing the understanding of U.S. foreign policy and economic priorities; supporting the U.S. goals of advancing economic growth in both regions and worldwide; and furthering U.S.-EU understanding and cooperation on shared cultural, political and economic values. Projects will bring U.S. experts to Brussels and/or EU Member States for public engagement through conferences, seminars, and workshops, as well as social media and traditional media engagements. Projects will focus on priority policy areas as identified by USEU and the partner organization. Awardees will be responsible for speaker recruitment and project development, with input from USEU on key themes and potential target of opportunity speakers. Fund permitting, awards will range from \$10,000 to \$50,000. Projects are to be carried out between September 2016 and December 2017, projects cannot be carried out before the signature of the grant by both parties. Applications for renewals of existing USEU grants and cooperative agreements will be allowed.

Proposals may include but are not limited to: conferences, workshops, and seminars featuring U.S. Government (USG) officials or non-USG individuals (please note that travel costs for USG officials cannot be covered); training workshops on areas of mutual priority such as, but not limited to, human rights, minority representation, anti-corruption. Linkage to U.S. policy priorities related to the European Union is essential. USEU encourages new and creative approaches that utilize digital technology, social media and other innovative means. USEU funds cannot be used to cover exchange programs.

Recipient's Role:

- a. Design and implement a series of programs featuring U.S. experts on USEU priority goals, particularly:

- U.S.-EU economic cooperation and growth
- U.S.-EU digital policy and cooperation on data protection
- U.S.-EU cooperation on foreign policy, security and defense, migration, and humanitarian assistance, in the EU neighborhood and beyond
- U.S.-EU law enforcement and counterterrorism cooperation
- U.S.-EU policies on energy and environment
- U.S.-EU shared values, including democracy, diversity, rule of law, human rights
- U.S. society, culture, and political process
- b. Recruit U.S. and EU experts for these programs, in consultation with USEU PAS. Programs should seek to reflect the diversity of thought and background in the United States as well as gender balance.
- c. Coordinate with USEU throughout project period to ensure final programs meet USEU goals and USG funding regulations.
- d. Manage all logistical arrangements for speaker travel and honorarium, following all guidelines provided by USEU PAS.
- e. Develop and manage all public outreach events, with input from USEU PAS as needed.
- f. Provide interim and final reporting to USEU PAS on the use of USG funding and program impact.

USEU PAS role:

- a. Regularly identify priorities for program outreach.
- b. Approve speakers and specific program elements.
- c. Provide guidance on allowable uses of USG funds.
- d. When appropriate, amplify programs through media and social media outreach or suggestion additional outreach opportunities.
- e. When appropriate, inform and lead coordination with other U.S. Embassies and Missions of relevant programs.

Section III: Award Information

Funding types: Cooperative agreements and Grants

-Minimum (“Floor”) Award: \$10,000

-Maximum (“Ceiling”) Award: \$50,000

Section IV: Eligibility Criteria

1. Applicants must be legally recognized non-profit, non-governmental organizations (NGOs), think tanks, or academic institutions that comply with U.S. and EU requirements.
2. EU-based applicants must be listed in the EU Transparency Register.
3. Cost sharing or matching is not required for this funding opportunity but it is encouraged. Any cost sharing must be clearly laid out in the proposal and budget estimate.
4. All applicants must have a [Data Universal Number System](#) (DUNS) number from Dun and Bradstreet and an active [SAM](#) registration before award is granted.

Section V: Application Submission

Applicants must submit a detailed proposal in English and budget estimate electronically to useupa@state.gov by June 10, 2016, 11:59 p.m. European Central Time (Brussels time, UTC +1 hour). Late or incomplete applications will not be considered for this competition. Costs incurred before the official grant period begins will not be reimbursed.

Complete applications must include:

- Completed application for Federal Assistance (SF-424) <https://statebuy.state.gov/fa/GrantForms/SF424.pdf>
- Project description narrative, including goals, target audience, timeline, intended impact, and follow up and evaluation
- Detailed budget estimate, in dollars

Section VI: Selection Process and Evaluation Criteria

Applicants will receive acknowledgement of receipt of their proposal.

Applications will be reviewed by USEU Public Affairs with input from subject matter specialists based on the following criteria:

- clear link to U.S. policy priorities regarding the EU
- potential impact on EU public opinion of U.S. policy priorities
- applicant organization's past experience in successful programming and organizational capacity
- strong budget justification
- plan for monitoring and evaluating the impact of the program

For organizations with past or current awards from USEU, positive performance and timely reporting on previous awards will be taken into account in the review.

Applicants will be notified of the review panel results on August 26, 2016.

Section VII: Award Administration

1. Award notices: The grant or cooperative agreement award shall be written, signed, awarded, and administered by the USEU Grants Officer, who is the U.S. government official delegated the authority by the U.S. Department of State Procurement Executive to write, award, and administer grants and cooperative agreements. The assistance award agreement is the authorizing document and will be provided to the recipient. The awardee will interact with a designated Grants Office Representative (GOR).
2. Reporting requirements: All awards issued under this announcement require both program and financial reports on a frequency specified in the award agreement. The disbursement of funds will be tied to the timely submission of these reports. All details related to award administration will be specified in the award agreement. The point of contact for questions or issues related to the administration of the grant/cooperative agreement will be specified in the award agreement.